

Amorepacific boosts Microsoft 365 data protection with **Acronis** Cyber Platform

Global beauty leader enhances recovery speed, security posture and operational efficiency with Acronis Backup for Microsoft 365.

Amorepacific, a South Korea based beauty and cosmetics leader, operates a global Microsoft 365 environment supporting nearly 10,000 employees. As its digital workplace expanded, the IT team needed a more reliable way to safeguard collaboration data across Microsoft 365 applications, prompting the search for a solution that could ensure data continuity, reduce risk and streamline backup operations.

THE SOLUTION

Amorepacific uses Acronis Cyber Platform with Backup for Microsoft 365 for its advanced protection capabilities.

THE IMPACT

- **Saved time in backup and recovery:** Reduced time by 30% and lowered monthly administrative workload by more than 20 hours.
- **Stronger ransomware readiness:** Consistent, organization-wide backups improved resilience.
- **Centralized, automated control:** Less manual work with flexible user/team policies.
- **Quicker, dependable restores:** Faster, more reliable recovery across Teams, Outlook, and OneDrive.

KEY CHALLENGES:

- **Shared Responsibility gaps:** Native Microsoft 365 defenses couldn't fully protect against ransomware, user deletion, retention gaps or offboarding / site move data loss.
- **Recovery limitations:** OneDrive restore tests showed Ctag mismatches, preventing reliable viewing, searching and full data integrity.
- **Operational risk without backup:** Relying solely on Microsoft 365 created risks of permanent data loss and service disruption.

KEY REQUIREMENTS

- Comprehensive, scalable protection
- Easy of management
- Top-tier recovery support.

AMOREPACIFIC

"Acronis helped us build a data protection framework optimized for our global Microsoft 365 environment. With automated policies, intuitive management and faster recovery support, our team has significantly improved operational efficiency and reduced risk across the organization."

– System Architecture Team, Amorepacific